

EXHIBIT 17

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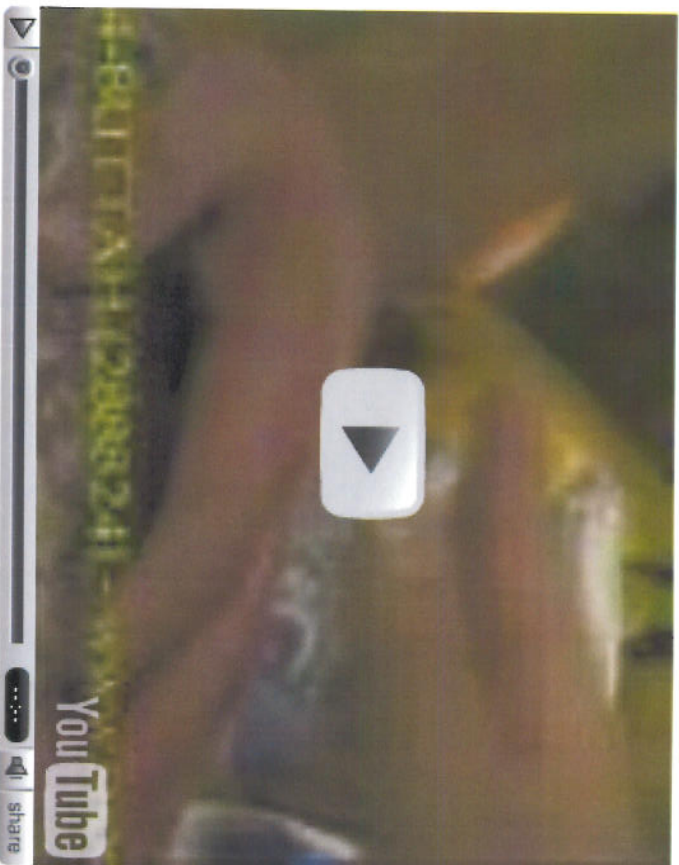
Okay, eww. Come on guys, if you're going to produce the first television commercial ever for a gay personal lubricant you sort of have an obligation to do something tasteful -- or at least legitimately amusing. This one isn't.

Think I'm being too hard on this thing? Check out the 30 second spot below, and let me know what you think.

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Boy Butter Ad To Be Aired In NY

29 March 2007

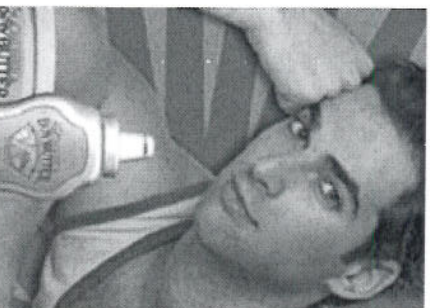
First of its kind gay-themed TV ad to air in New York and LA, but not in San Francisco because the ad is deemed too controversial?

The makers of 'Boy Butter', the hot-selling personal lubricants, were a little nervous about launching their first TV ad campaign, so they chose markets with a high gay (and presumably gay-friendly) population. They got the OK from every city except San Francisco.

?The agents from Comcast in San Francisco declined to air our 'You Won't Believe It's Not Boy Butter' spot because it was deemed too controversial,? says Boy Butter creator Eyal Feldman.

The 30 second ad spoofs an iconic campaign from the early 90s, featuring only the hands of two men and a voice-over of playful banter tinged with mild sexual innuendo. One hand applies the Boy Butter as both men exchange a knowing giggle.

The commercial will air soon on mainstream cable networks like Bravo, Oxygen, E and Logo in New



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first date?

Cocktails, theatre
and dinner
21%

A walk on a beach
24%

Beer and a video
10%

Coffee and
conversation
35%

A taxi home from
the club
9%

York and Los Angeles.

?This will be the first gay personal lubricant
commercial on TV,? says Feldman.

But the rejection in the world capitol of gay
culture shocked the team at gay owned and
operated Boy Butter.

?Another Gay milestone is happening and it is
such a shame that San Francisco of all places will
miss out on the fun. It smacks of anti-gay bias
and makes me feel like fighting for truth, justice
and personal lubrication!? exclaimed Feldman.

See the commercial for yourself at
www.youtube.com/watch?v=qqXI-jKQE6o

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